

Resell Pillar Authority under your agency's brand.

You're an agency. Your clients ask for SEO, content distribution, AI-overview visibility — and the truth is that delivering at category-search scale is impossible at agency staffing levels. You don't have a publishing network. You don't want to build one.

Pillar's agency partner program lets you resell Authority under your brand. Agency margins on the standard tiers; preferred coordination on shared accounts; co-marketing where it makes sense.

[Apply for agency partner program](#) (/contact?

product=authority&segment=agencies)

[See standard tier table](#) (/authority#tiers)

Want the institutional view instead? [Pillar Authority](#) → (/authority)

Why this segment picks Pillar.

Agency margins on standard

Preferred coordination on

tiers.

Single Market through Full Category — you white-label the engagement and earn agency margin on the recurring billing. Specific margin terms confirmed during partner onboarding.

Light-touch program.

No exclusivity required. No monthly minimums. No long sales cycles to get certified. Submit through the agency partner form; we set up the partner account within 5 business days.

shared accounts.

When your client wants both Studio (for their site) and Authority (for their category presence), your agency stays in the middle of the relationship. Pillar handles delivery; you handle account management.

Direct training for your team.

If your agency wants to internalize the framing and the tactics, we run training for partner-agency teams. Your strategists become fluent in Authority vocabulary and methodology, which makes the client conversations easier.

The shift.

01 — Agencies are being squeezed from both ends, and white-label Authority is the escape hatch.

The agency model is under structural pressure. AI is commoditizing the deliverables agencies have sold for two decades, while clients churn faster and demand new capabilities most agencies cannot yet build in-house.

\$850B

Global marketing services market in 2024

STATISTA

14,000+

US marketing and digital agencies competing for share

IBISWORLD

\$1.5B

White-label SEO services market, the closest existing analog

FORRESTER 2024

25-40%

Of routine agency work being displaced by AI tools

HUBSPOT 2024

22 months

Average agency client tenure, and shrinking

HUBSPOT 2024

~5%

Of agencies currently offering AI-era brand authority deliverables

PILLAR INSTITUTE

The marketing services market is large but increasingly hostile to mid-tier agencies. AI tools now produce briefs, copy, audits, and standard SEO deliverables at a fraction of historical cost, compressing margins on the work that funded most agency P&Ls. Meanwhile, the discovery layer has moved. Buyers research inside ChatGPT, Perplexity, and Google AI Overviews before they ever visit a website, and clients are asking their agencies for answers. Roughly 5% of agencies can credibly deliver in this new layer, which leaves an enormous gap between what clients are starting to demand and what their incumbent agency can produce.

Pillar Authority for Agencies closes that gap as a white-label distribution layer. The agency owns the client relationship, the pricing, and the account; Pillar handles fulfillment through the same infrastructure used in our direct [Authority \(/authority\)](#) engagements, including the 6-month guarantee that passes through to the end client. Category exclusivity is available per market, so partner agencies are not competing with their own supplier or with each other in the same vertical. The result is a new line item that expands scope, raises ARPU, and hardens the agency against AI-driven displacement, because the deliverable is a defensible position in AI search rather than another commoditized asset.

For agency leaders evaluating the model, the question is less whether AI-era brand authority becomes a standard agency service and more who supplies it. Review the underlying methodology on the [Authority \(/authority\)](#) page, see proof in the [portfolio \(/portfolio\)](#), and contact the partnerships team to discuss category exclusivity in your market.

Questions for for agencies (white-label).

What's the difference between [Authority for Agencies \(/authority/agencies\)](/authority/agencies) and [Portfolio for Agencies \(/portfolio/agencies\)](/portfolio/agencies)?

[This page \(/authority/agencies\)](/authority/agencies) is for agencies reselling Authority as a service to their clients — white-label distribution layer. [Portfolio for Agencies \(/portfolio/agencies\)](/portfolio/agencies) is for agencies acquiring domains on behalf of clients from Pillar's portfolio. Different products, different segments, both legitimate.

How does the white-labeling work operationally?

Your client sees an agency-branded engagement. The deliverables, dashboards, reporting all carry your agency's brand. Pillar operates the publishing network invisibly behind the scenes. The agency relationship is yours; we're the operational layer beneath.

Can my agency have its own dedicated network properties?

At larger engagement scales (Full Category and above), some agency partners coordinate dedicated network slices for specific verticals. The standard tiers use the shared network.
